



U.S. Army 2005 MWR Leisure Needs Survey Results

Fort Sam Houston Texas

BRIEFING OUTLINE

Fort Sam Houston

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Sam Houston

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Sam Houston

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,127 surveys were distributed at Fort Sam Houston



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Fort Sam Houston

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Sam Houston

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Sam Houston:					
Active Duty	15,123	1,225	1,060	86.53%	±2.90%
Spouses of Active Duty	723	892	106	11.88%	±8.79%
Civilian Employees	7,634	941	120	12.75%	±8.88%
Retirees	84	69	30	43.48%	±14.35%
Total	23,564	3,127	1,316	42.09%	±2.62%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

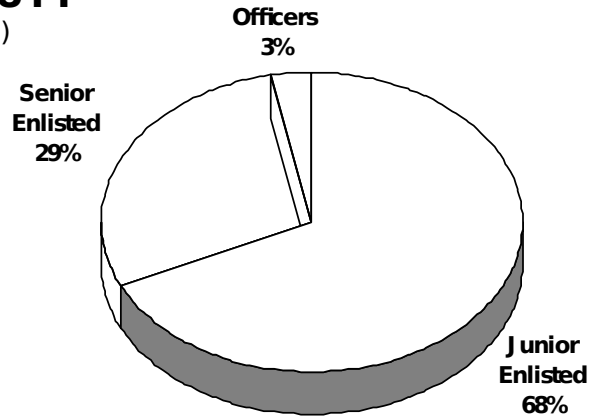
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

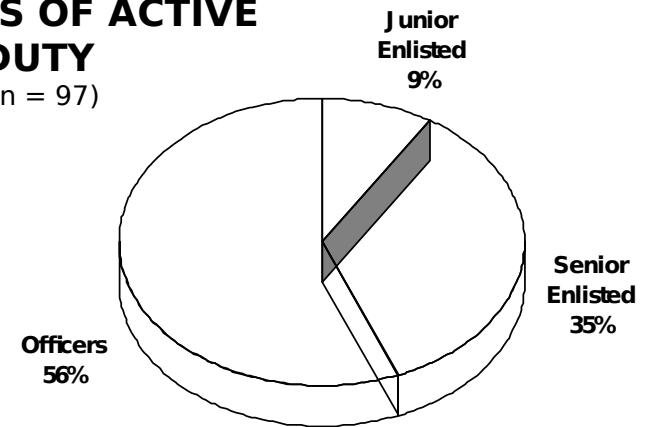
ACTIVE DUTY

(n = 1000)



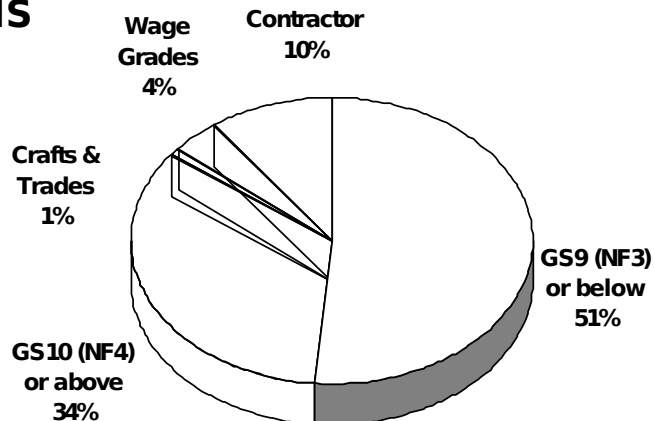
SPOUSES OF ACTIVE DUTY

(n = 97)



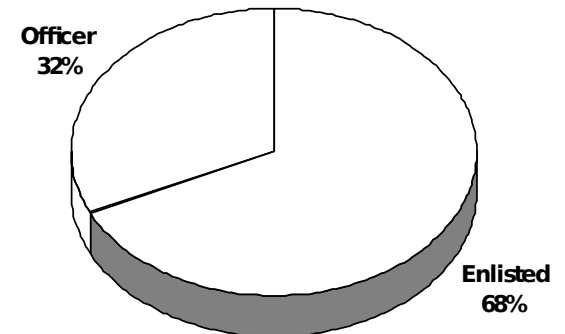
CIVILIANS

(n = 113)



RETIREEES

(n = 22)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Sam Houston

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT SAM HOUSTON

Fort Sam Houston

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	50%
Library	32%
Athletic Fields	23%
Swimming Pool	19%
Bowling Center	17%

LEAST FREQUENTLY USED FACILITIES

Bowling Pro Shop	3%
BOSS	3%
Child Development Center	3%
Marinas	3%
School Age Services	4%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT SAM HOUSTON*

Fort Sam Houston

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Arts & Crafts Center	4.39
Library	4.38
Fitness Center/Gymnasium	4.36
School Age Services	4.36
Golf Course	4.34

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Bowling Food & Beverage	3.83
Marinas	3.91
Post Picnic Area	3.91
Athletic Fields	3.92
Bowling Pro Shop	3.93

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT SAM HOUSTON*

Fort Sam Houston

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course Pro Shop	4.26
Child Development Center	4.21
School Age Services	4.20
Golf Course Food & Beverage	4.19
Golf Course	4.16

FACILITIES WITH LOWEST QUALITY RATINGS*

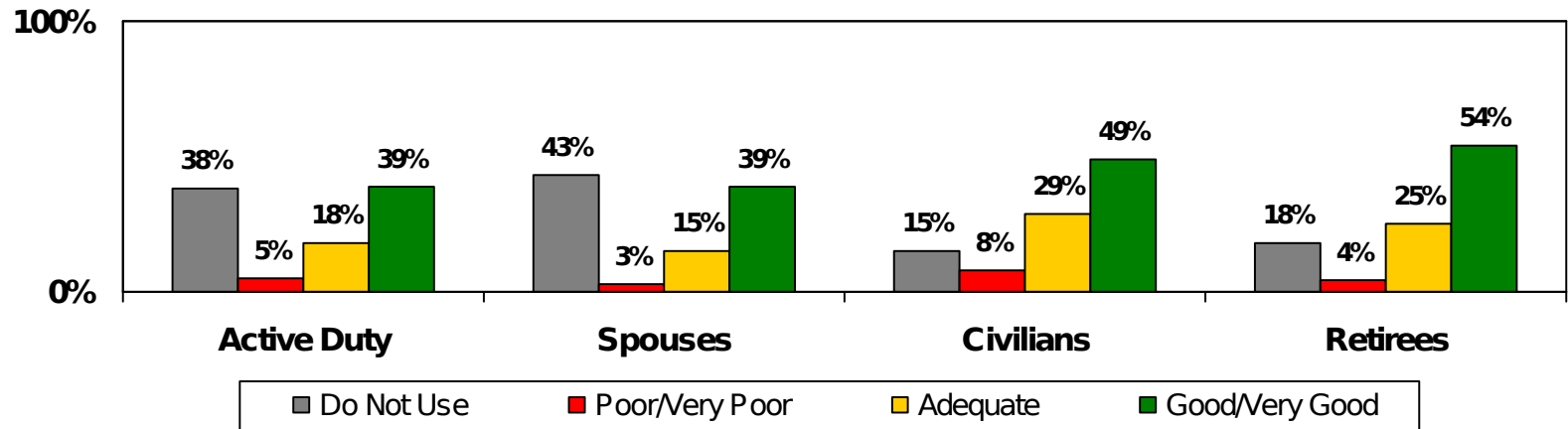
Marinas	3.50
Post Picnic Area	3.61
Automotive Skills	3.64
Athletic Fields	3.78
Cabins & Campgrounds	3.79

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

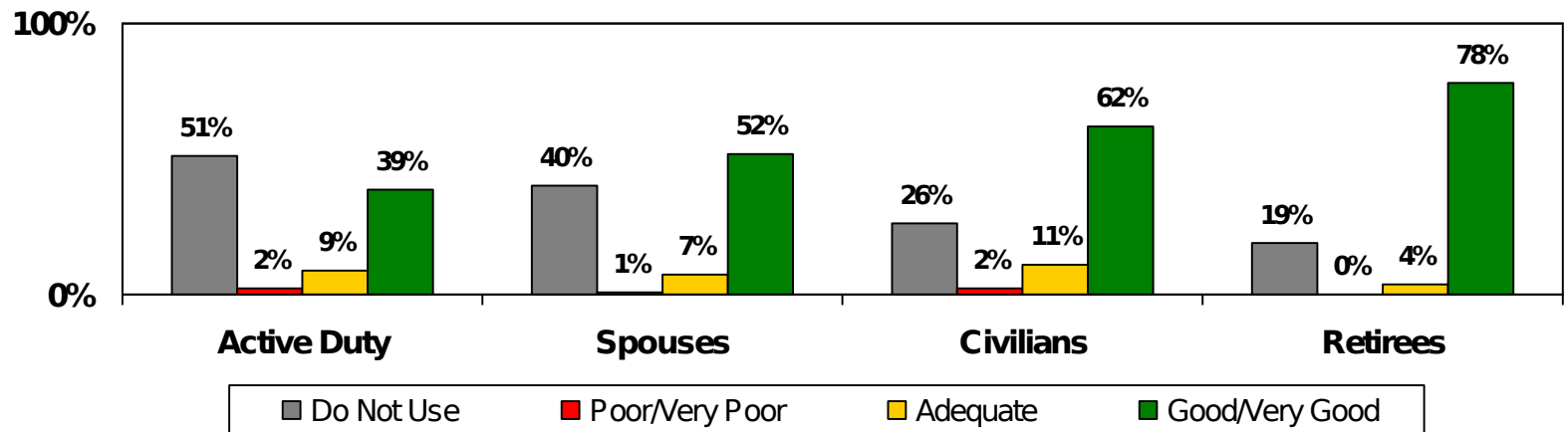
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Sam Houston

Quality of On-Post Services



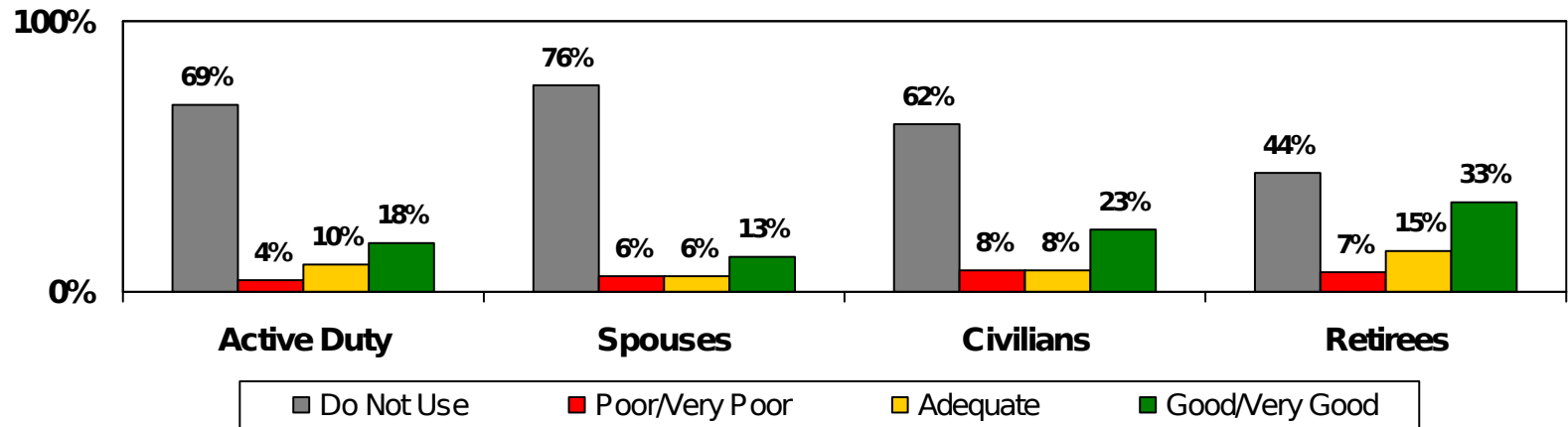
Quality of Off-Post Services



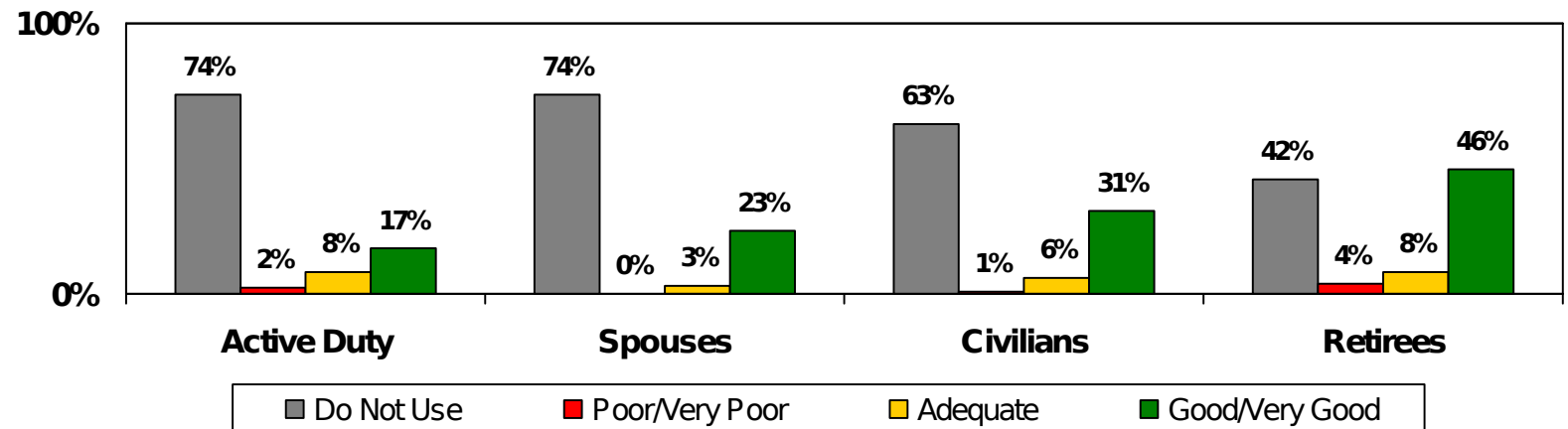
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



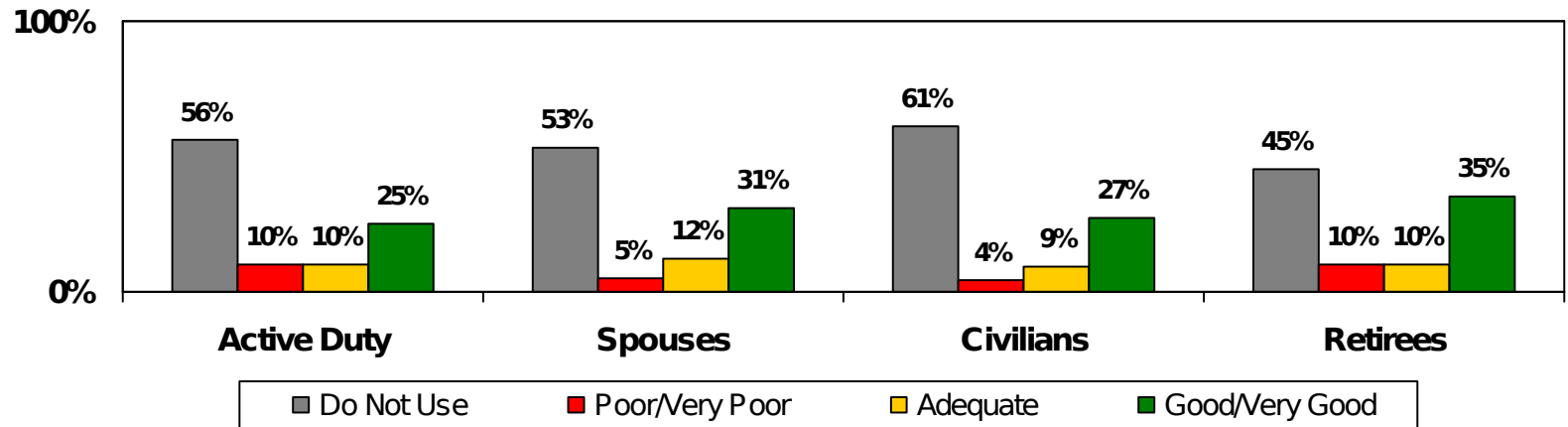
Quality of Off-Post Services



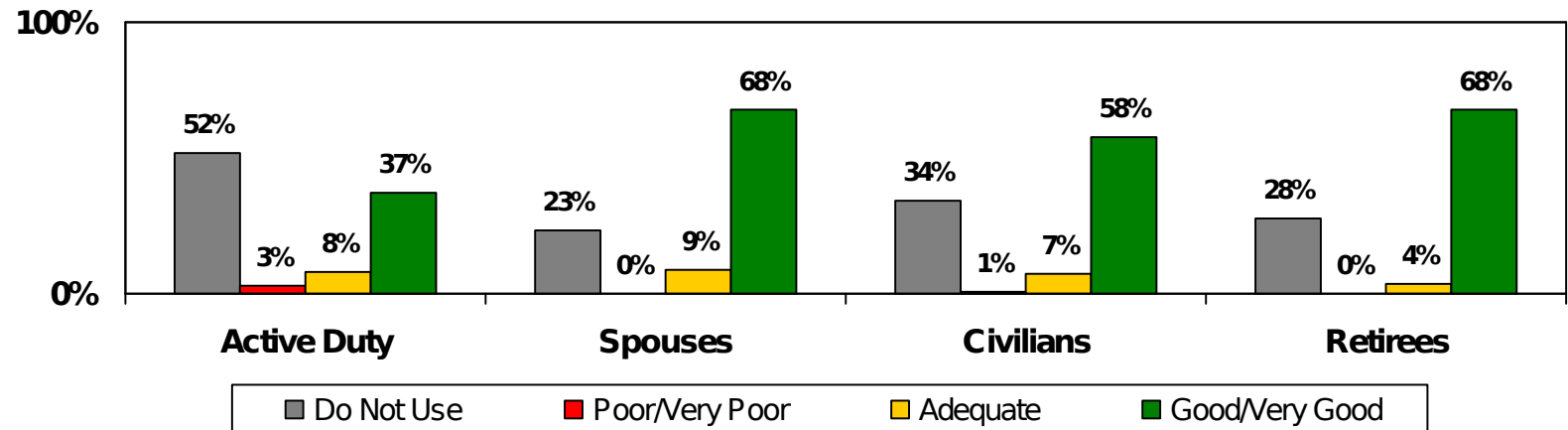
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Sam Houston

Quality of On-Post Services

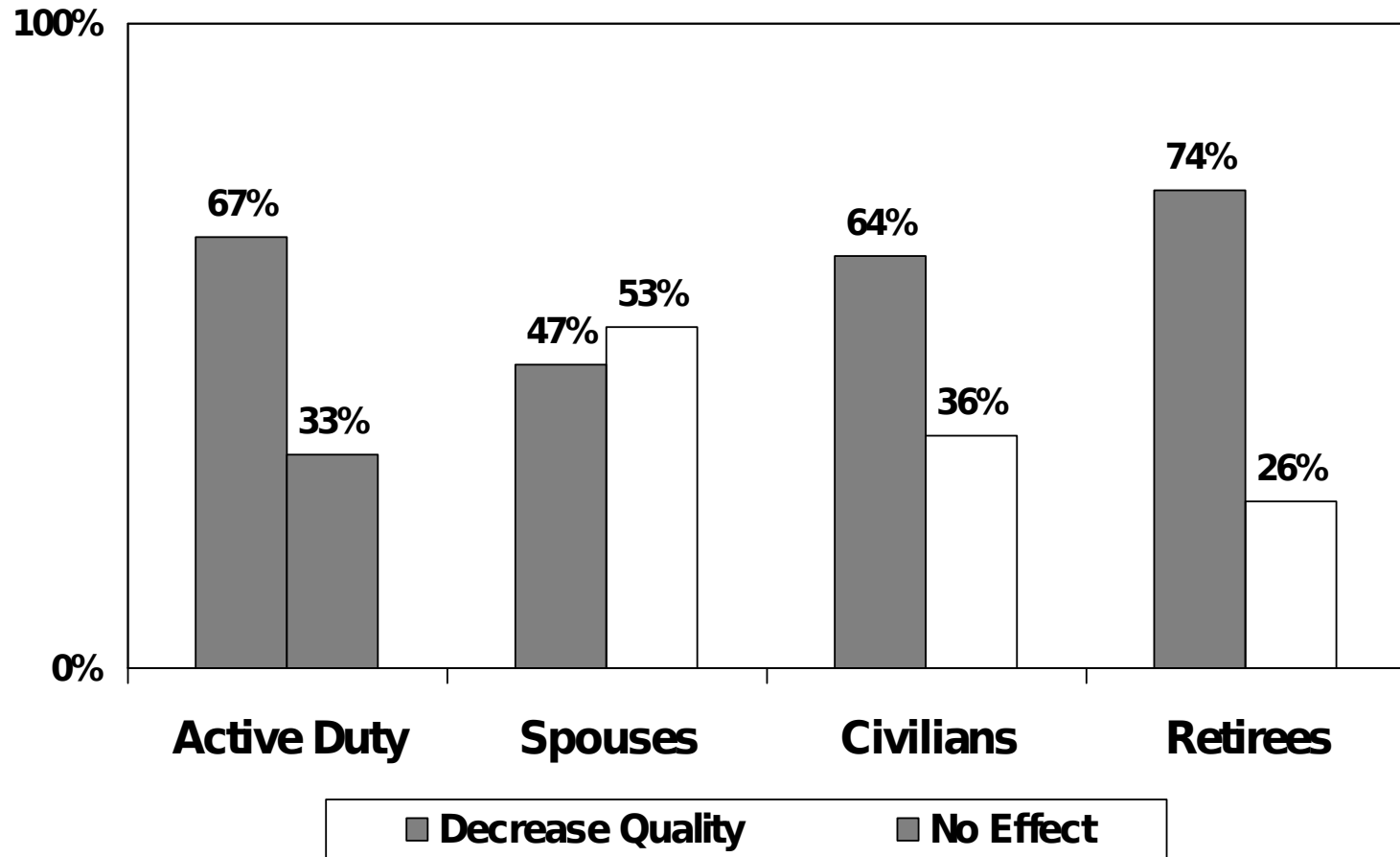


Quality of Off-Post Services



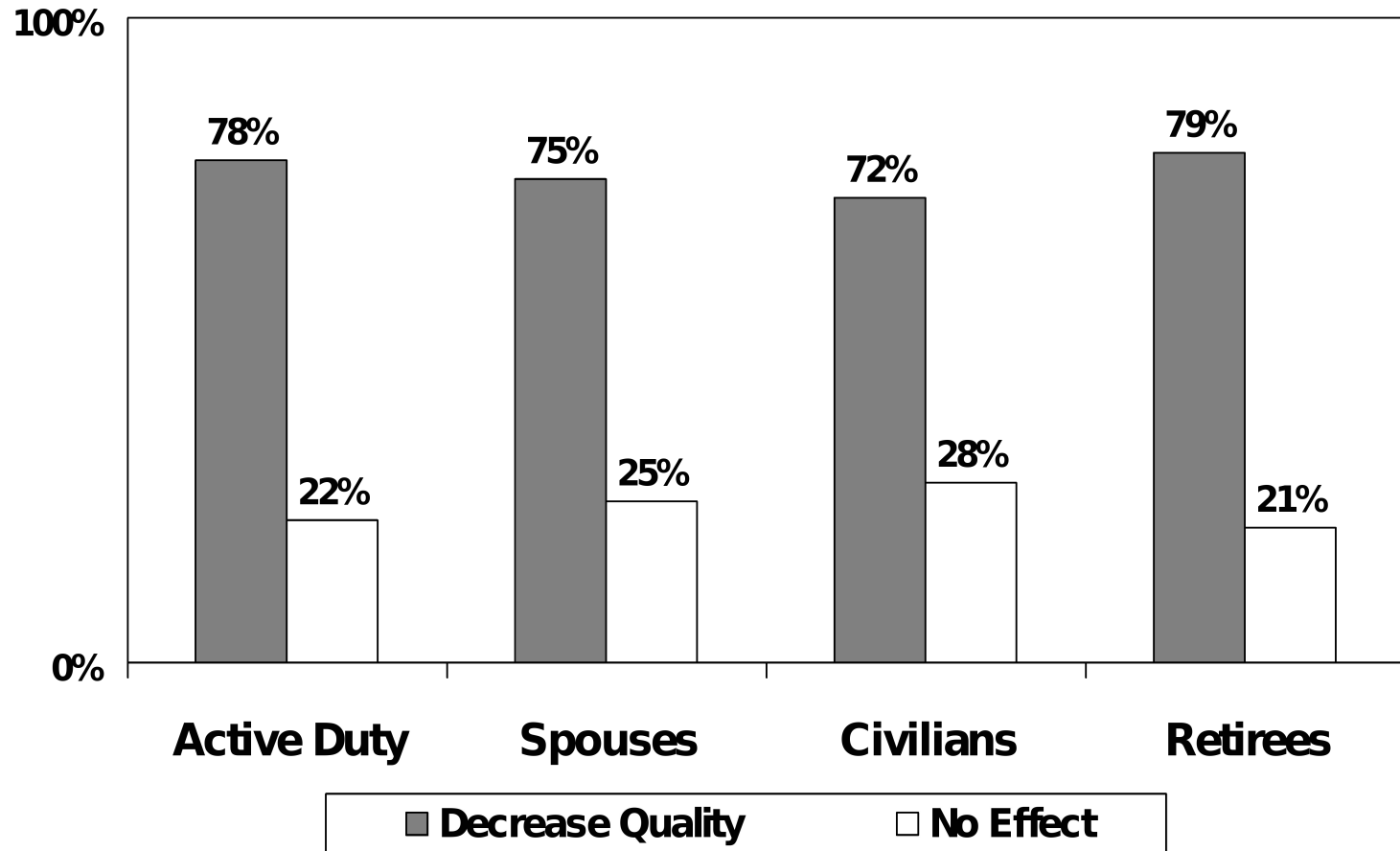
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Sam Houston



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Sam Houston



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Sam Houston

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Library	64%
Army Lodging	63%
Child Development Center	52%
Athletic Fields	50%
Swimming Pool	47%
Youth Center	44%

RV Park	65%
Arts & Crafts Center	55%
Golf Course Pro Shop	53%
Bowling Pro Shop	49%
Car Wash	47%
Golf Course	43%
Golf Course Food & Beverage	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Sam Houston

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	11%	15%	26%	24%	16%
E-mail	11%	11%	37%	24%	20%
Friends and neighbors	20%	34%	26%	34%	22%
Family Readiness Groups (FRGs)	3%	5%	3%	7%	3%
Bulletin boards on post	24%	19%	29%	28%	26%
Post newspaper	23%	50%	60%	72%	36%
MWR publications	13%	20%	27%	38%	18%
Radio	2%	1%	0%	0%	1%
Television	2%	0%	1%	0%	1%
My child(ren) let(s) me know	2%	8%	2%	0%	2%
Other unit members or co-workers	24%	15%	28%	10%	25%
Unit or post commander or supervisor	24%	5%	10%	0%	19%
Marquees/billboards	5%	11%	15%	14%	8%
Flyers	20%	25%	44%	48%	28%
Other	9%	11%	6%	3%	8%
I never hear anything	31%	16%	5%	3%	22%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Sam Houston

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	87%	69%
Better Opportunities for Single Soldiers	58%	N/A
Army Community Service	61%	55%
MWR Programs and Services	71%	82%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Sam Houston

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	44%	75%	25%
Outreach programs	43%	64%	36%
Family Readiness Groups	52%	72%	28%
Relocation Readiness Program	48%	79%	21%
Family Advocacy Program	49%	73%	27%
Crisis intervention	45%	69%	31%
Money management classes, budgeting assistance	48%	72%	28%
Financial counseling, including tax assistance	52%	76%	24%
Consumer information	35%	62%	38%
Employment Readiness Program	42%	63%	37%
Foster child care	31%	60%	40%
Exceptional Family Member Program	49%	74%	26%
Army Family Team Building	41%	69%	31%
Army Family Action Plan	38%	64%	36%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Sam Houston

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	66%	87%	13%
Outreach programs	52%	83%	17%
Family Readiness Groups	77%	88%	12%
Relocation Readiness Program	73%	92%	8%
Family Advocacy Program	78%	75%	25%
Crisis intervention	51%	89%	11%
Money management classes, budgeting assistance	65%	90%	10%
Financial counseling, including tax assistance	72%	94%	6%
Consumer information	33%	88%	13%
Employment Readiness Program	66%	85%	15%
Foster child care	22%	67%	33%
Exceptional Family Member Program	76%	86%	14%
Army Family Team Building	55%	85%	15%
Army Family Action Plan	45%	86%	14%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	61%	52%
Personal job performance/readiness	59%	53%
Unit cohesion and teamwork	57%	46%
Unit readiness	58%	54%
Relationship with my spouse	53%	34%
Relationship with my children	55%	41%
My family's adjustment to Army life	56%	46%
Family preparedness for deployments	59%	52%
Ability to manage my finances	53%	36%
Feeling that I am part of the military community	58%	47%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	87%	81%
Helps minimize lost duty/work time due to lack of child care/youth services	86%	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	74%	64%
Allows me to work outside my home	74%	67%
Allows me to work at home	64%	39%
Offers me an employment opportunity within the CYS program	61%	53%
Allows me/my spouse to better concentrate on my/our job(s)	81%	76%
Provides positive growth and development opportunities for my children	82%	73%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Fort Sam Houston

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	61%
Personal job performance/readiness	59%
Unit cohesion and teamwork	58%
Unit readiness	54%
Ability to manage my finances	53%
Feeling that I am part of the military community	61%
Relationship with my children (single parents)	56%
My family's adjustment to Army life (single parents)	56%
Family preparedness for deployments (single parents)	55%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	52%
Going to movie theaters	46%
Entertaining guests at home	37%
Internet access/applications (home)	36%
Night clubs/lounges	33%
Internet access (library)	33%
Running/jogging	30%
Dancing	30%
Cardiovascular equipment	29%
Reading	29%

Top 5 for Spouses of Active Duty

Going to movie theaters	85%
Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	77%
Internet access/applications (home)	68%
Special family events	62%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	68%
Going to movie theaters	61%
Entertaining guests at home	58%
Internet access/applications (home)	50%
Special family events	44%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	47%
Going to movie theaters	40%
Internet access (library)	38%
Running/jogging	36%
Night clubs/lounges	32%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	75%
Entertaining guests at home	68%
Special family events	62%
Reading	60%
Going to beaches/lakes	50%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Sam Houston

Team Sports

Basketball	14%
Touch/flag football	9%
Softball	9%
Soccer	9%
Volleyball	8%

Outdoor Recreation

Going to beaches/lakes	26%
Camping/hiking/backpacking	18%
Fishing	16%
Picnicking	15%
Bicycle riding/mountain biking	11%

Social

Entertaining guests at home	37%
Night clubs/lounges	33%
Dancing	30%
Special family events	28%
Happy hour/social hour	25%

Sports and Fitness

Running/jogging	30%
Cardiovascular equipment	29%
Weight/strength training	26%
Walking	24%
Bowling	20%

Entertainment

Going to movie theaters	46%
Festivals/events	24%
Attending sports events	22%
Live entertainment	21%
Billiards/game room/video arcades	19%

Special Interests

Internet access/applications (home)	36%
Gardening	19%
Automotive maintenance & repair	18%
Automotive detailing/washing	17%
Computer games	16%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Sam Houston

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	33%	N/A	33%
Reading	29%	N/A	29%
Running/jogging	23%	7%	30%
Study/self development	23%	N/A	23%
Cardiovascular equipment	22%	7%	29%
Reference/research services	21%	N/A	21%
Multimedia (videos, DVDs, CDs)	20%	N/A	20%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

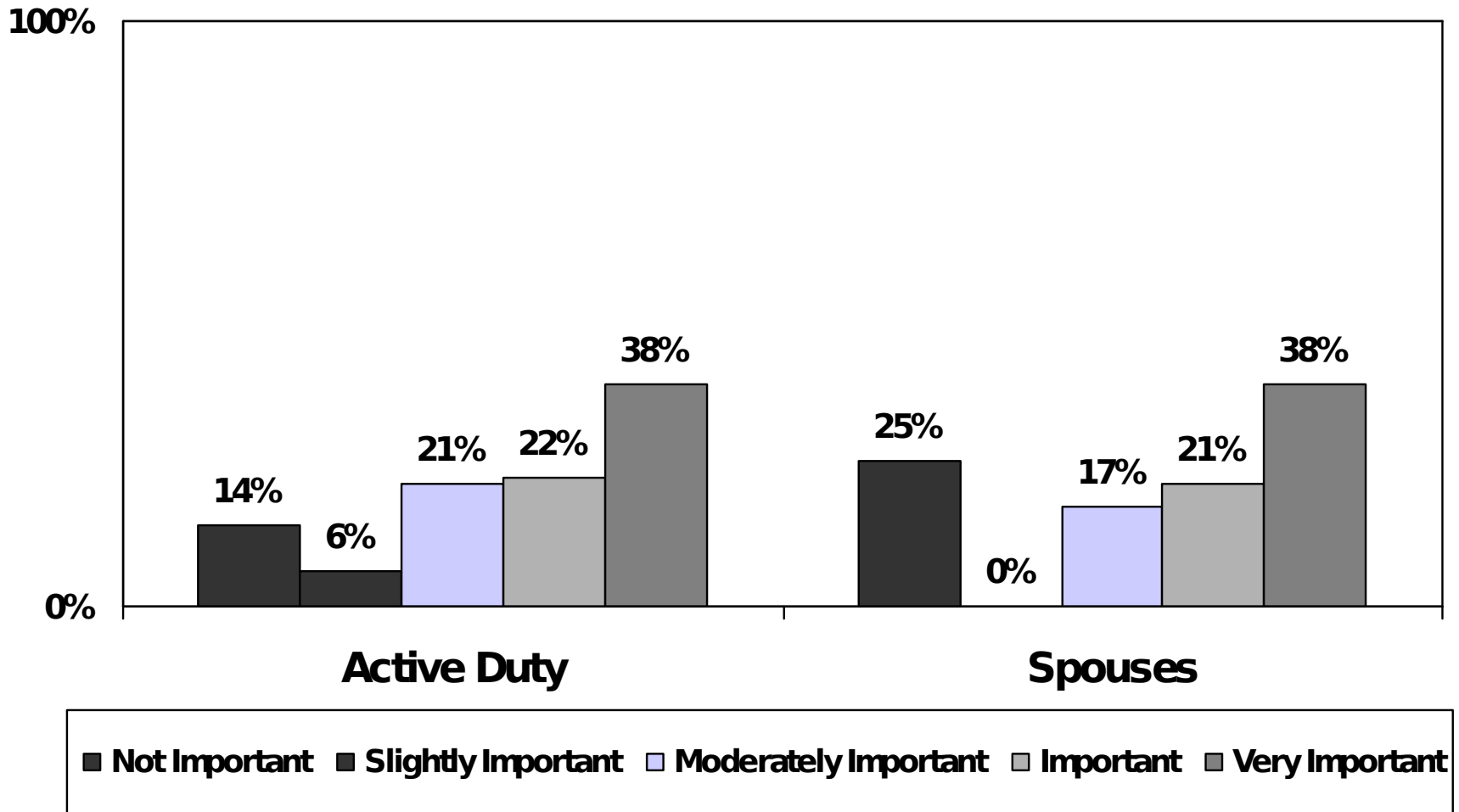
Fort Sam Houston

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	9%	2%	26%	36%
Gardening	1%	1%	17%	19%
Automotive maintenance & repair	5%	7%	7%	18%
Automotive detailing/washing	1%	8%	7%	17%
Computer games	2%	1%	13%	16%
Digital photography	2%	3%	10%	15%
Trips/touring	1%	9%	0%	10%

*Top 7 special interest activity preferences ranked by overall participation.

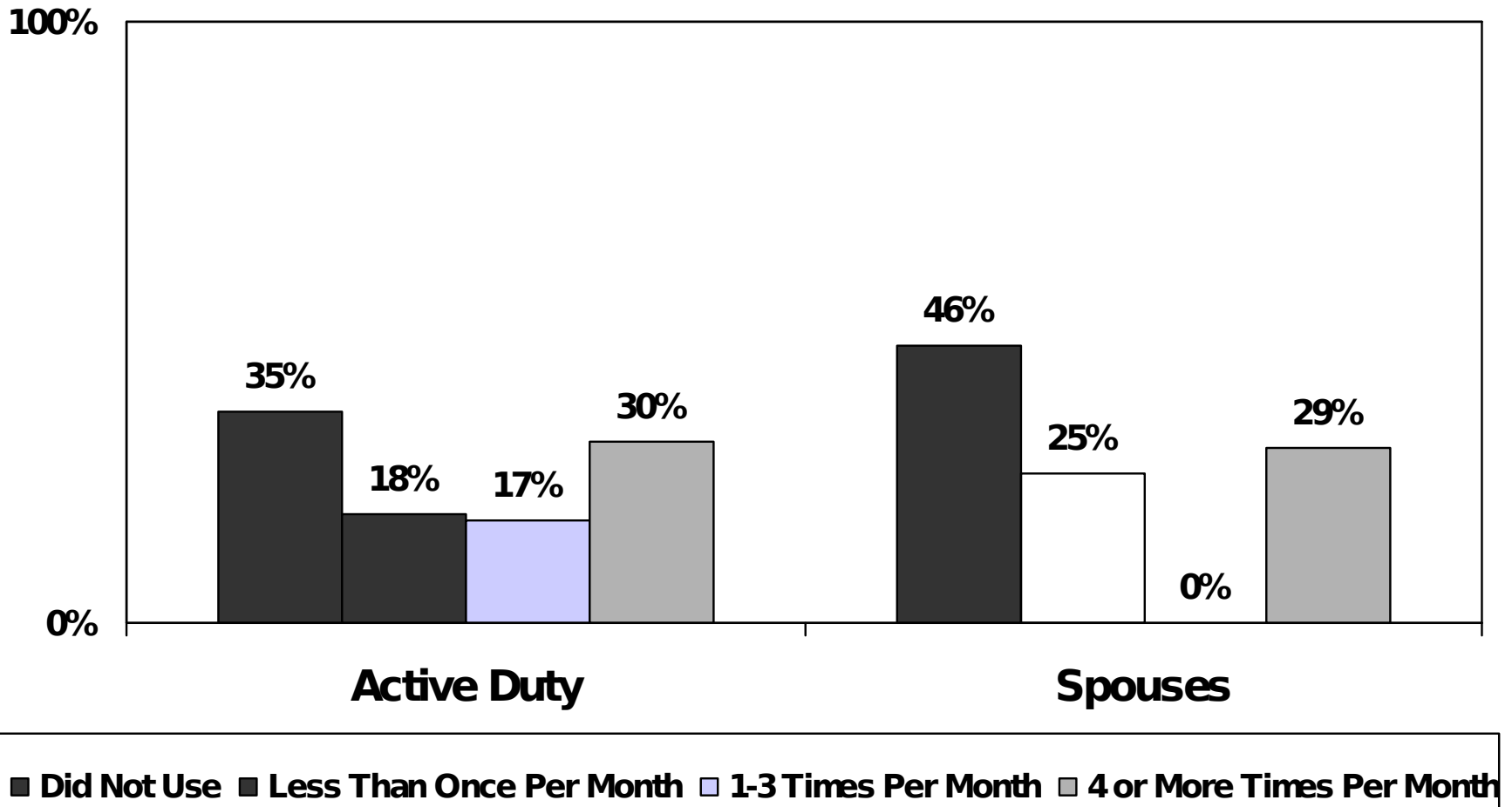
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Sam Houston



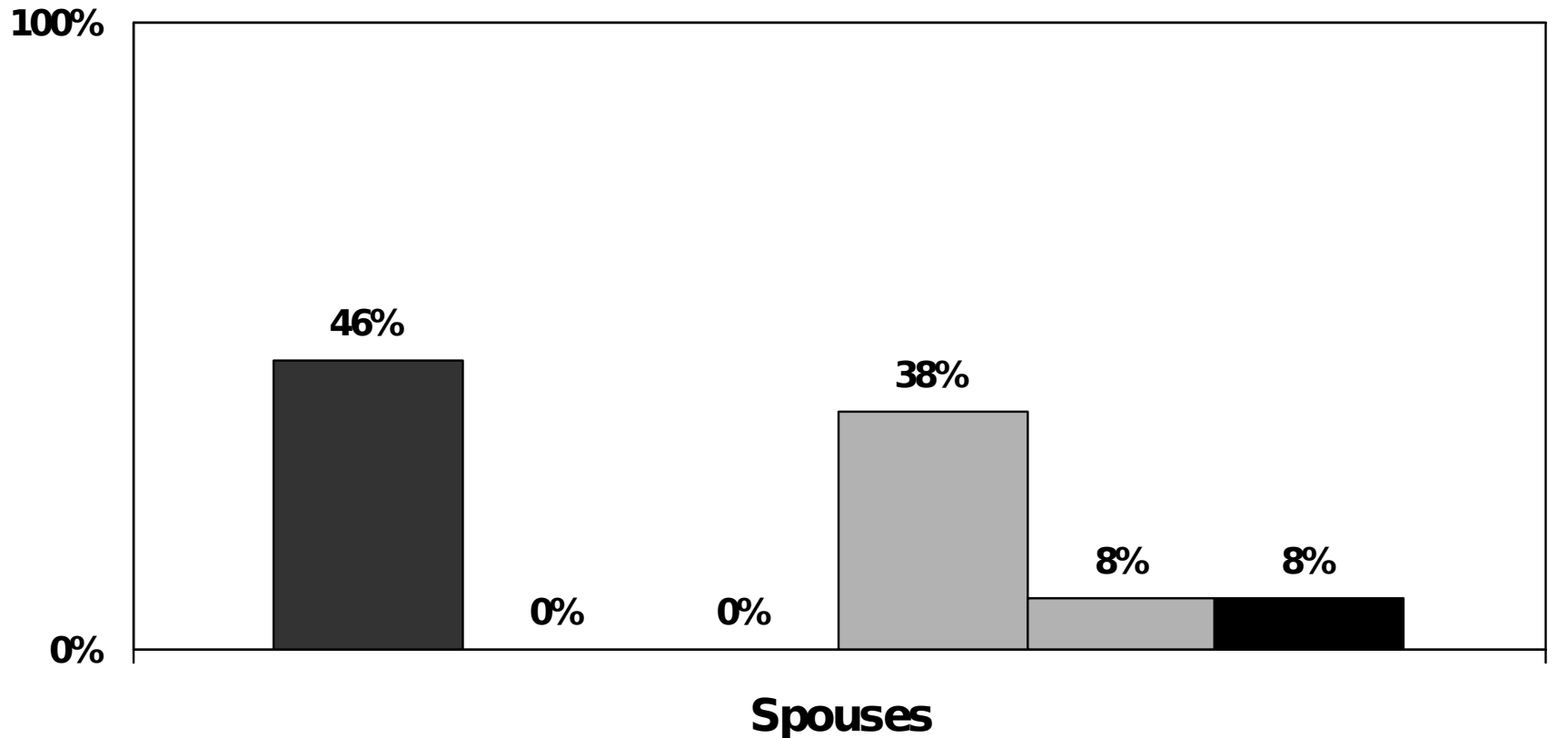
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Sam Houston



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Sam Houston



■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Sam Houston

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	11%
Probably will not make military a career	13%
Undecided	31%
Probably will make military a career	22%
Definitely will make military a career	24%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	15%
Yes	77%

NEXT STEPS

Fort Sam Houston

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)